

and religious significance for Indian tribes, the original stewards of this continent. We must continue to preserve and protect these scenic places and the life that inhabits them so they may be rediscovered and appreciated by generations to come.

As we celebrate America's abundance of diverse lands, remarkable wildlife, and untamed beauty during National Wilderness Month, we also look back on our rich history of conservation. It was over 100 years ago that President Theodore Roosevelt marveled at the stark grandeur of the Grand Canyon and declared, "the ages have been at work on it, and man can only mar it." Since that time, administrations have worked across party lines to defend America's breathtaking natural sites. President Lyndon B. Johnson signed the Wilderness Act in 1964, and many Presidents have since added new places to this great network of protected lands so that millions of acres of forests, monuments, and parks will be preserved for our children and grandchildren.

Following in the footsteps of my predecessors, I signed the Omnibus Public Land Management Act last year to restore and protect more of our cherished wild spaces. In April of this year, I established the America's Great Outdoors Initiative to develop a community-based 21st century conservation agenda that can also spur job creation in the tourism and recreation industries. My Administration will continue to work closely with our State, local, and tribal partners to connect Americans with the great outdoors.

This month, we renew our pledge to build upon the legacy of our forebears. Together, we must ensure that future generations can experience the tranquility and grandeur of America's natural places. As we resolve to meet this responsibility, let us also reflect on the ways in which our lives have been enriched by the gift of the American wilderness.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim September 2010 as National Wilderness Month. I invite all Americans to visit and enjoy our wilderness areas, to learn about their vast history, and to aid in the protection of our precious national treasures.

IN WITNESS WHEREOF, I have hereunto set my hand this thirty-first day of August, in the year of our Lord two thousand ten, and of the Independence of the United States of America the two hundred and thirty-fifth.

BARACK OBAMA

#### **Proclamation 8554 of September 1, 2010**

### **National Childhood Obesity Awareness Month, 2010**

*By the President of the United States of America*

*A Proclamation*

One of the greatest responsibilities we have as a Nation is to safeguard the health and well-being of our children. We now face a national childhood obesity crisis, with nearly one in every three of America's children being overweight or obese. There are concrete steps we can take right away as

concerned parents, caregivers, educators, loved ones, and a Nation to ensure that our children are able to live full and active lives. During National Childhood Obesity Awareness Month, I urge all Americans to take action to meet our national goal of solving the problem of childhood obesity within a generation.

Childhood obesity has been a growing problem for decades. While it has afflicted children across our country, certain Americans have been disproportionately affected. Particular racial and ethnic groups are more severely impacted, as are certain regions of the country. In addition, obesity can be influenced by a number of environmental and behavioral factors, including unhealthy eating patterns and too little physical activity at home and at school.

We must do more to halt and reverse this epidemic, as obesity can lead to severe and chronic health problems during childhood, adolescence and adulthood, including heart disease, diabetes, cancer, and asthma. Not only does excess weight adversely affect our children's well-being, but its associated health risks also impose great costs on families, our health care system, and our economy. Each year, nearly \$150 billion are spent to treat obesity-related medical conditions. This is not the future to which we want to consign our children, and it is a burden our health care system cannot bear.

Earlier this year, the First Lady announced "Let's Move!"—an initiative to combat childhood obesity at every stage of a child's life. As President, I created a Task Force on Childhood Obesity to marshal the combined resources of the Federal Government to develop interagency solutions and make recommendations on how to respond to this crisis. The Task Force produced a report containing a comprehensive set of recommendations that will put our country on track for solving this pressing health issue and preventing it from threatening future generations.

The report outlines broad strategies to address childhood obesity, including providing healthier food in schools, ensuring access to healthy affordable food, increasing opportunities for physical activity, empowering parents and caregivers with better information about making healthy choices, and giving children a healthy start in life. I invite all Americans to visit [LetsMove.gov](http://LetsMove.gov) to learn more about these recommendations and find additional information and resources on how to help children eat healthy and stay active.

The new landmark health care law, the Affordable Care Act (ACA), includes a number of important tools for fighting and reversing the rise of childhood obesity. All new health insurance plans will be required to cover both screenings for childhood obesity and counseling on nutrition and sustained weight loss, without charging any out of pocket costs. The ACA also requires large restaurant and vending machine operators to provide visible nutritional information about the products they sell, enabling all Americans to make more informed choices about the foods they eat. As part of my Administration's comprehensive approach to combating this epidemic, the ACA includes millions in new funds to implement prevention activities nationwide that support recommendations of the Task Force on Childhood Obesity.

Our history shows that when we are united in our convictions, we can safeguard the health and safety of America's children for generations to

come. When waves of American children were stricken with polio and disabled for life, we developed a nationwide immunization program that eradicated this crippling disease from our shores within a matter of decades. When we discovered that children were going to school hungry because their families could not afford nutritious meals, we created the National School Lunch Program. Today, this program feeds more than 30 million American children, often at little or no charge. When we work together, we can overcome any obstacle and protect our Nation's most precious resource—our children. As we take steps to turn around the epidemic of childhood obesity, I am confident that we will solve this problem together, and that we will solve it in a generation.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim September 2010 as National Childhood Obesity Awareness Month. I encourage all Americans to take action by learning about and engaging in activities that promote healthy eating and greater physical activity by all of our Nation's children.

IN WITNESS WHEREOF, I have hereunto set my hand this first day of September, in the year of our Lord two thousand ten, and of the Independence of the United States of America the two hundred and thirty-fifth.

BARACK OBAMA

#### **Proclamation 8555 of September 3, 2010**

#### **Labor Day, 2010**

*By the President of the United States of America  
A Proclamation*

Working Americans are the foundation of our Nation's continued economic success and prosperity. From constructing the first transcontinental railroad to shaping our city skylines, they have built our country and propelled it forward. Through great innovation and perseverance, our labor force has forged America as a land of limitless possibility and a leader in the global marketplace. On Labor Day, we honor the enduring values and immeasurable contributions of working men and women today and throughout our history.

As we recognize the contributions of the American workers who have built our country, we must continue to protect their vital role and that of organized labor in our national life. Workers have not always possessed the same rights and benefits many enjoy today. Over time, they have fought for and gained fairer pay, better benefits, and safer work environments. From the factory floors during the Industrial Revolution to the shopping aisles of today's superstores, organized labor has provided millions of hard-working men and women with a voice in the workplace and an unprecedented path into our strong middle class. By advocating on behalf of our families, labor unions have helped advance the safe and equitable working conditions that every worker deserves.